

Abstract

A method and apparatus are described that provide enhanced network operator control. According to one aspect of the present invention, a method comprises determining at a head-end and data center whether to inform one or more users of an interactive television service of available content, the one or more users connected with head-end and data center via a network. Responsive to determining to inform the one or more users of the available content, generating a hot key signal indicating availability and a location of the alternate content. The hot key signal is inserted into a content signal transmitted to the one or more users from the head-end and data center via the network.